

Have It Done The "Regal Way"



THE "REGAL WAY" OF
REPAIRING SHOES

Of course you have your shoes repaired — you know you usually can get a good deal of additional service from them after the first sole is worn out.

But how do you have it done? By the ordinary cobbler's method?

If you have your experience has undoubtedly shown you how unsatisfactory this method is. You most likely get inferior materials and clumsy workmanship. Besides this, the usual method of "tapping" that is, piecing the sole midway in the shank—gives the shoe a decidedly unsightly look.

Then, again, the nails sometimes used by the cobbler cause no little discomfort to the foot. They are driven clear through to the inside of the shoe and are clinched on the inner sole.

So, when the cobbler hands you your shoes, they look like the photo below, don't they?



THE ORDINARY WAY
OF REPAIRING SHOES

NOW, take the "Regal Way." First, the work is done by expert shoe-makers, using just the same methods by which the first soles were attached at the Regal factories. The old, worn-out sole and heel are removed. A new sole of genuine OAK-TANNED leather is sewed on. Bear in mind that this sole is complete—it extends from toe to heel, and it is SEWED on, not nailed. A new heel, built of whole lifts of this same unequalled stock, is attached. All edges are carefully bevelled and finished, just as they are in the Regal factories.

When you get your shoes back they are just as comfortable and practically as stylish and serviceable as when you first bought them. And it does not cost a lot, either—no more than any first-class cobbler would charge.

The next time you want your shoes repaired bring them to this store. Tell our salesman you want them repaired the "Regal Way." Then you'll get a job that looks just like the photograph at the top of this page.

**Regal
Boot Shop
King and Bethel**

MUNICIPAL PUBLICITY

By H. GOODING FIELD.
(Read before Honolulu Ad Club.)

The medium of publicity or advertising of municipal affairs is three-fold in character:

1.—The private periodical publications which deal with the problems confronting cities;

2.—Periodical publications issued by the cities themselves; and,

3.—The news columns of local papers.

Under the first heading, this kind of publicity can be divided into eight groups or classes:

1.—The first of these groups includes periodicals which deal with municipal affairs in general and which are of much more than local interest and importance;

2.—To the second class may be assigned the organs of various state and local municipal leagues;

3.—The official organs of local civic bodies organized to promote good government, pure politics and efficiency and decency in municipal affairs generally;

4.—Publications purely local in character, though not nominally published as the organs of some civic or reform organization;

5.—Publications not primarily concerned with municipal problems;

6.—Publications which exist primarily to advance a city's commercial interests and for the discussion of local municipal problems from the standpoint of good government;

7.—Periodical publications which treat particularly of problems of municipal engineering and public utilities; and,

8.—Publications devoted more or less exclusively to the pressing social problems.

Under the second heading, wherein the city itself issues its own municipal sheet, the experiment tried in Los Angeles may be taken as a fair example of the aims which have prompted this innovation in municipal advertising.

The attempt was made to establish a paper which would possess three leading characteristics:

1.—It should give prominence to municipal matters and not allow them to be side-tracked for the sensations of the day;

2.—It should publish the municipal news accurately, not coloring its news columns with bias of any kind; and,

3.—It should make ample provision for the publication of the arguments on each side of live public questions.

However true the statement, it was claimed by the voters of Los Angeles that the affairs of their city were altogether too much in the hands of the privately owned newspapers, whose news columns often contained bias, and whose editorials displayed a one-sided advocacy.

Another instance of a subsidized municipal journal is the Review of Municipal and Economic Interests, published in Havana, Cuba, which treats of all questions relating to the municipal policy of that island.

The present tendency, however, among progressive cities is to abandon the sole municipal effort and to rely on the superior facilities and equipment of the local press, together with the publicity mediums of the various civic bodies for a comprehensive featuring of municipal problems. As an instance of this tendency, the city newspaper proposition was defeated at the recent election.

So far as the local press is concerned it is now almost universally conceded that to help the city is a fundamental of the newspaper creed. It may thus be assumed, at the beginning and all the time, that the local newspapers will be interested in helping along any live movement for civic betterment. Differences of judgment among editors as to the ways and means of accomplishing results, however, must be allowed for, since they, like ourselves, are only human.

The complaint which is so often heard of the paucity of news on vital topics of local interest in our newspapers cannot always be placed to the doors of these publications, as it is a well known fact that the attitude of all those interested in the welfare of our town is too frequently that of crowding special theories down the throats of editors, securing puffs of persons leading the movement, or demanding that papers shall virtually become "official organs" of the movement. Erroneous reports and misrepresentations, furthermore, arise in the great majority of cases from failure to state facts, on the assumption that the newspaper man ought to know them by some kind or mysterious instinct.

The very nature and complexity of our present-day civic questions call for the greatest publicity, and inasmuch as the taxpayer is without a remedy when extravagance in public expenditures is the rule rather than the exception, the fullest possible information on the merits or otherwise of local issues should be given. The main object of municipal publicity should be to create public sentiment in favor of a better administration of public affairs; to bring enlightened public sentiment into action; to secure the nomination and election of honest and efficient public officers; to labor for the moral and political cleanliness of the city. We cannot accomplish these results unless we aim to conduct a campaign of education by giving efficient publicity to those facts that will help to create an intelligent public opinion on municipal questions and thus aid in the betterment of municipal conditions.

The work of civic bodies along the foregoing lines may be summarized as follows:

In Philadelphia, efficient publicity is promoted by the extensive mailing of the printed address delivered at every Saturday luncheon of the City Club of that city by some person qualified to speak on municipal topics of special interest to their home city. In Newport, Rhode Island, interesting municipal experiments and solutions elsewhere is featured in the local press. Boston gives wide publicity to municipal questions and furnishes information, through its

civic bodies, in regard to the records of candidates for office and other data of importance to the independent voter. In Cincinnati, the commercial proceedings are regularly summarized and published, and reprints are made of much from other periodicals for the benefit of the local constituency. In Terre Haute, Indiana, the subject of good roads is made a special topic in the columns of the local newspaper. The "welfare department" of the Providence Board of Trade Journal, has now become famous throughout the country.

It seems to be the rule that the larger the city the more attention is paid to civic affairs through the medium of the local papers. Such subjects as taxation, harbor facilities, fire prevention, public utilities, transportation problems, city planning are regularly and freely discussed. It might be stated that we have borrowed from the experience of our Old country kin in thus adding to the usefulness of our local press by catering for information on these pressing matters. So great has the educational feature of such publicity become that in Indianapolis, articles on problems of concrete construction, paving, sewerage, waterworks, street lighting, parks, garbage disposal, and bridges frequently appear in the enterprising journals of that city. Matters affecting constructive philanthropy, such as private and public philanthropy, housing, immigration, the regulation and checking of the "social evil" are now also considered well within the purview of municipal publicity.

Cable News

CEBU WRECKED BY TYPHOON

(Associated Press Cable)

MANILA, Philippines Islands, Oct. 18.—One of the most destructive typhoons on record has swept the island of Cebu and the latest reports are that four hundred persons have been killed, while the property damage will reach approximately five millions of dollars.

A special message from the scene of the disaster states that the United States Army barracks at Warwich have been totally destroyed. No mention was made of any fatalities there.

The storm struck the island on October 16, and swept it from end to end. Most of the shipping is destroyed. It is believed that severe damage has been done on other islands in the south.

Over-Night FEDERAL Wireless To the Advertiser

"I am getting anxious to get back to 'Armageddon,' boys," was Colonel Roosevelt's greeting to his physicians when they appeared this morning.

It is said the colonel was suffering no pain because of the pressure of the bullet against his fractured ribs. The rib itself is believed to be mending rapidly. When he awoke this morning the colonel wondered whether the attending physicians would decide to remove the bullet. He said if it was extracted he would have it gilded and made into a pocket piece.

Colonel Roosevelt will leave this city for Oyster Bay on Monday or Tuesday of next week. He will travel on one of the slowest trains over the Pennsylvania Railroad, so that he may enter New York at the station from which trains to Oyster Bay depart.

The bail required for the relief of John Schranke, who shot Colonel Roosevelt, was raised from \$7500 to \$15,000 today, because it was learned that a moving picture concern was prepared to procure his release immediately by putting up the smaller amount, so that the would-be murderer might be photographed.

Prince Peter in command of the combined Serbian and Montenegrin armies routed the Turkish force at Plo-Polje with great slaughter. Four hundred dead were left on the field.

Greece, not wishing to detach herself from her allies, sent instructions early this morning to its minister in Constantinople to communicate at once a declaration of war to the Porte.

Greece at the same time sent a fraternal greeting to the Allied States.

The fighting on the Turco-Montenegrin border has temporarily ceased. The troops of the Montenegrin center are concentrating around Tushi, preparatory to a general advance against Scutari.

The whole of the Turkish garrison of Barana, consisting of 3000 regulars and 3000 Bashi-bazooks took flight during the night before the capture of the town by the Montenegrins, according to an official dispatch received in London today from Cetinje, Montenegro.

Many of those persons attending the Woodrow Wilson meeting in the opera house last night marveled at the large number of police around the governor of New Jersey.

The police had guarded him during his entire stay in Wilmington. This was explained by the receipt of a letter by Chief of Police Black from Mrs. Sarah Hudson, who told of a threat of a foreigner to "shoot the governor

Any Distress After Meals?

Do you belch or bloat?

TRY THE BITTERS

Digestion weak—bowels clogged?

TRY THE BITTERS

Have you malaria, or fever and ague?

TRY THE BITTERS

Hostetter's Stomach Bitters

Is 58 years old and has helped thousands back to health. It tones—rebuilds—nourishes

For sale by Benson, Smith & Co., Ltd., Chambers Drug Co., Ltd., Hilo Drug Co. and at all wholesale liquor

o. New Jersey the come as Colonel Roosevelt was shot in Milwaukee.

Because of the threat, Governor Wilson was persuaded not to address an open-air overflow meeting.

The army football team was today declared to be in prime shape for tomorrow's battle with Yale. The weak practice has shown a marked improvement in offensive work, and the army will show Yale a backfield trio that is likely to prove a hard proposition for them to break through.

According to reports received at Monterey, Mex., from a reliable source the Mexican gunboats Braven and Morelos, seized by General Felix Diaz in Vera Cruz, have sailed for Tampico with the avowed intention of taking the port.

The navy department will recommend to congress in December the construction of a good naval drydock on the Atlantic Coast, probably in New York. It will be similar to that now building in Pearl Harbor, Honolulu.

Since its inception, near the end of the 17th century, organized fire fighting in the sense of regularly trained fire departments, has grown more and more efficient until it is hard to find a way to better it at the present time.

The steady increase of fire loss and the increase in the number of fires cannot be wholly laid to the increase of the world's population. It has been shown that the increase is due to individual carelessness and, of course, the remedy lies in individual responsibility for the first five minutes of its life. Then the fire department will take charge.

Give the fire department a quick chance by using the Denio system.

BRITAIN NOT FIGHTING THE SUGAR UNION

An exchange contains the following interesting London dispatch relating to Great Britain's withdrawal from the Brussels convention:

A white paper has been issued containing the correspondence respecting the withdrawal of his Majesty's government from the Brussels sugar convention.

In a letter dated August 2, Sir Edward Grey gave Mr. Macleay instructions to inform the Belgian government of the British government's decision to denounce the convention. In his communication the secretary for foreign affairs said:

"His Majesty's government have, however, no intention of departing from the fundamental principles of the convention by themselves giving bounties on the export of sugar, or by giving

Crisp Fried Foods

Cannot be made without great heat. Butter smokes at too low a temperature, lard a little higher, but

CRISCO

the new vegetable oil cooking compound, will not smoke at 455 F. Crisco gets so hot that it cooks the outside of the food at once, and the grease cannot soak in. This is the secret of the deliciously crisp food it makes.

Your Grocer Sells Crisco

Made Under Perfect Conditions



AND PACKED IN A
DUST PROOF CARTON
for your protection

SUPPLIED BY
C.Q. YEE HOP & COMPANY
KING STREET HONOLULU

Crystal White Soap

Makes Laundry Work Light

Sold By All Grocers